TRANSFORMING HIGHER EDUCATION FOR A SUSTAINABLE TOMORROW
In this section we are going to introduce you to the various components of the USM identity. This is what we call Primary Identity Elements - the basic ingredients that you will use whenever you need to visually communicate USM to your audience.
The Crest

The crest of USM, featuring the crescent and the moon, the two tigers, the shield and the motto, reflects the Malaysian identity from which the University draws its inspiration and support. The role of the University as a national institution is reflected in the other symbols in the crest.

The crescent symbolises the authority of Islam, the official religion. The fourteen pointed star signifies the unity of the thirteen states and the Malaysian government.

The two tigers, the national symbols of Malaysia, embody the qualities of strength. The two golden palm fronds signify economic prosperity.

The shield, a universal reflection of protection, held by the tigers, is a traditional instrument of the indigenous people of Malaysia. Purple, signifying high rank, is the official colour of the University.

The open book in the shield represents knowledge associated with the University. The two keris, signifying the authority and power of royalty, are the traditional arms of the Malays. The hibiscus on the shield is the national flower.

Overall, the crest is underpinned by the motto ‘KAMI MEMIMPIN’ (WE LEAD) that reflects the role of the university in the fields of knowledge, teaching, research and community service.
1.2 The Identity

The Logotype

The letter S in white is placed between the letters U and M in purple
The official USM logotype is designed in the form of a string of three letters signifying the cohesiveness of USM as an organisation. The letter S is in white and is flanked by the letters U and M on either side in purple, the official colour of the University.

The use of the letter S in white symbolises the state of well-being (Sejahtera) prevailing within the campus as well as soundness of thought and the keenness of its citizenry.

The letter S, also signifies the Sciences (Sains) and Arts (Sastera), in the form of a symmetrical S, symbolising a sense of balance and harmony in the quest for knowledge.

The letter S with an opening at the top and the bottom represents our “out-of-the-box” trait, in line with the innovative aspirations of USM as stated in our mission statement.

The letter S, which is connected to the letters U and M, signifies the close ties between the University and the masses, unified by knowledge and widely disseminated.

The Colour Orange
The colour orange is taken from the colour of the tiger in the official USM crest to signify the dynamic and active nature of USM as a knowledge enterprise at both national and international levels.

The Triangle in Orange
The triangle in orange symbolises the stability of USM, which has its basis in three core values - excellence, well-being and cordiality (Unggul, Sejahtera, Mesra). The placing of the triangle on the base of the letter S signifies the importance of these three core values in support of the USM motto ‘We Lead’.

The Four Vertical Bars in Orange
The four vertical bars in orange signify the four guiding principles of USM which function as the main pillars in the overall development of the University.
The Brand Signature

The USM Brand Signature is the very heart of the USM brand identity and as such must always appear in exactly the same manner wherever it is seen.

The Brand Signature is a combination of the Crest, the Logotype and the Descriptor. These are locked together as a single entity.

The Brand Signature can appear in two formats - horizontal and vertical - to maximise its visual impact dependent on the space available.
1.4 The Identity

Ceremonial Seal

As the name suggests, the Ceremonial Seal is reserved to mark our special ceremonial occasions such as awarding certificates and honourable recognition and acknowledgement to specialists in various fields. We recommend its usage is limited to restricted range of official insignia, documents, papers and medallions.

The Seal comprises a special version of the USM crest within a circle with the words ‘Universiti Sains Malaysia’ written around it in a circular form - the only occasion on which this format is to be used.

Please contact the Vice Chancellor’s office for acceptable usage of the Ceremonial Seal.
Construction Grid
The Brand Signature - Horizontal

This grid is provided as a measurement and proportional relationship reference for manual reproduction purposes where photo-reproduction is not possible.

It helps describe and maintain the proportion of the elements in situations such as painted applications and signage.

The USM Signature is designed with precision and sensitive proportions. It is essential that the proportions shown are exactly adhered to so that the Brand Signature does not become visually distorted.
Construction Grid
The Brand Signature - Vertical

This grid is provided as a measurement and proportional relationship reference for manual reproduction purposes where photo-reproduction is not possible.

It helps describe and maintain the proportion of the elements in situations such as painted applications and signage.

The USM Signature is designed with precision and sensitive proportions. It is essential that the proportions shown are exactly adhered to so that the Brand Signature does not become visually distorted.
1.7 The Identity

Clear Space
The Brand Signature - Horizontal

To ensure that the Brand Signature is clearly visible and easily distinguishable, an area of clear space is required all around the Signature to keep it free from any other visual distraction or interference, i.e. other graphic elements.

In the Horizontal Signature, the clear space would be equal to the cap height of the word ‘Universiti’ (one unit ‘x’).

**NB** This clear space is specific to the Horizontal Signature.

An equal distance of unit ‘x’ is maintained all around the Signature.
1.8 The Identity

Clear Space
The Brand Signature - Vertical

To ensure that the Brand Signature is clearly visible and easily distinguishable, an area of clear space is required all around the Signature to keep it free from any other visual distraction or interference, i.e. other graphic elements.

In the Vertical Signature, the clear space would be equal to the cap height of the word ‘Universiti’ (one unit ‘x’).

NB This clear space is specific to the Vertical Signature.

An equal distance of unit ‘x’ is maintained all around the Signature.
1.9 The Identity

Unacceptable Usage

The elements that make up the Brand Signature should always be presented in the right positioning and proportions. It is strongly recommended that digital reproduction be used so as not to distort the propositions and positioning of the Crest, the Logotype and the Descriptor. No additional divisions, borders, unofficial type or graphic elements should be added to the Brand Signature.

The examples on the left illustrate unacceptable usage of the Brand Signature.
Colours form a significant and important part of USM’s brand identity. Correct usage, apart from helping maintain the brand’s image from a colour perspective, allows us to clearly distinguish the University from others, both in Malaysia and internationally.
2.1 Color

Colour Reproduction of USM Crest

The USM Crest is reproduced using the colour breakdown as specified below.

It is essential that reproducing the Crest follows these specifications in order to maintain consistency in its appearance across all the various media.
2.2 Color

Brand Signature in Full Colour - 4 Colour Reproduction

The Brand Signature should ideally be reproduced in a 4 colour version.

It is preferable that the Brand Signature should appear in colour on a white background wherever possible but, in some instances, it may be necessary for other versions to be used.
2.3 Color

Horizontal Version

Brand Signature in USM Purple

Brand Signature in Black

Vertical Version

Brand Signature in USM Purple

Brand Signature in Black

**Brand Signature in Monochrome - Single Colour Reproduction**

There will be circumstances, in particular when printing in newspapers and other publications, where the Brand Signature needs to be presented in either Monochrome (shades of grey) or in a single solid colour.

In these circumstances it would be possible to use either black or USM purple as the single colour (not orange).

The printing system used, and the final printed size of the Brand Signature, will determine which is the most appropriate.
2.4 Color

**Horizontal Version**

Brand Signature in USM Purple

Brand Signature in Black

**Vertical Version**

Brand Signature in USM Purple

Brand Signature in Black

**Brand Signature in Single Colour - Solid Single Colour Reproduction**

Where printing cannot accept Monochrome colouring it is necessary to use a solid single colour. Here again the options are either black and white or purple and white.

This ensures a consistent and accurate reproduction of the Brand Signature and highlights the design elements involved.
In some specific cases the Brand Signature may require a special finish.

The Brand Signature can in these circumstances, to preserve the majestic look of USM, be printed in Gold or Hot-Stamped Gold.

When the USM Brand Signature needs to be discreet and subtle, it can appear as an embossed or debossed graphic.

No other metallic colours or finishes should be used at any time unless approval is given by the Vice Chancellor’s office, or the designated brand representative.
Brand Signature on Tinted or Coloured Backgrounds

Ideally, the Brand Signature should be presented on a white background to ensure the Signature is visible with maximum clarity.

However, where it is not possible for the Signature to appear on white background, the Single Colour version should be used. Depending upon the tone of the background, the Signature has to be varied in relation to it. Against darker colours, the Signature will be in reverse white. Against lighter coloured backgrounds, it will print positive.

Please ensure that the background is of similar tonal value, i.e. all tones are either light, where the single coloured version of the Signature is used, or dark, where the Signature is reversed out.

Avoid busy / high contrast backgrounds, i.e. light areas and dark areas (see Unacceptable Usage 1.9).
The USM Colours

The new USM Brand Identity has been designed to capitalise on the strong colours in our Brand Signature.

We have devised a clear visual grouping by Schools that will both give them their individual identities and relate them to USM.

This new colour scheme also supports a more effective differentiation in all our communications materials, adding vibrancy, dynamism, synergy and depth to the USM brand.
Secondary Graphics

Secondary graphics, as the name implies, are supporting elements that form a part of the visual language to enhance, and further reinforce, the overall USM brand identity. Secondary graphics can appear with the Brand Signature or on their own, where they offer further unifying visual reference for the USM brand.

3.0
2003

The triangle in orange symbolises the stability of USM, which has its basis in three core values - excellence, well-being and cordiality (Unggul, Sejahtera, Mesra). The placing of the triangle on the base of the letter S signifies the importance of these three core values in support of the USM motto ‘We Lead’.

2008 - Apex Status

The USM triangle is reflected to create a stylised alphabet A, signifying the APEX status of Universiti Sains Malaysia.

Rationale

The award, in 2008, of APEX status to USM marked a significant moment in our history, and permanently changed the face of further education in Malaysia.

We have taken a bamboo shoot as our APEX symbol, perfectly reflecting USM with its implications of dynamic growth, strength and flexibility, all held together through the sustainable, intricate, inter-woven magic of nature.

Our USM triangle then lends itself perfectly to both a simplified symbol and a stylized “A” for APEX - the basis of our secondary graphic elements.
Warna yang digunakan adalah berasaskan kepada warna rasmi USM iaitu ungu & jingga. Warna ungu melambangkan kepada kematangan manakala jingga melambangkan dinamik sesuai dengan motto ‘Kami Memimpin’ dan APEX yang bertunjangkan kepada kematangan yang diperkasakan oleh sifat dan sikap yang dinamik.
3.4 Komposisi Logo APEX bersama Logo USM

Ketinggian Kedua-dua logo ada selari
3.5 Logo USM & Logo APEX - Monokrom (Satu Warna)
3.6 Logo APEX (Satu Warna) bersama Latar berwarna
3.7 Logo APEX bersama latar berwarna
Typography

Typography plays an important role in ensuring USM’s brand identity and overall look. It functions as an important distinguishing element of the brand. To maintain consistency and preserve the brand identity, care must be taken to ensure that the correct University typeface is always applied.

4.0
4.0 Typography

**Headline**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
a bcdefghijklmnopqrstuvwxyz
1234567890
Baskerville Old Face

**Sub Headline**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
a bcdefghijklmnopqrstuvwxyz
1234567890
Univers 67 Bold Condensed

**Body Copy**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
a bcdefghijklmnopqrstuvwxyz
1234567890
Univers 57 Condensed
USM’s printed materials are widely distributed and play a very important role in presenting a quality image for the University. If not laid out or printed correctly and consistently, they can give the impression of disorganisation. It is, therefore, imperative that care and attention be given to the important task of implementing the stationery system.
5.1 Stationery

### Namecard - University

The namecard is the most widely distributed “advertisement” for USM and as such is a principle ambassador for the University in both the public and private arena.

When we present our business cards as a group on any occasion they must be identical to ensure we portray the correct brand image.
5.2 Stationery

Letterhead - Schools

The Schools letterheads will also reflect their agreed colours in the School name and the secondary graphics triangles, while proudly bearing the overall USM Brand Signature. Shown here is the standard A4 size letterhead.
MEMORANDUM

M. Hamoodi Karim
C-12/7A Blok C, Apartment Melati
Taman Melati Indah,
47510 Jenjarom,
Pahang Darul Makmur
20 November 2014

Dear Sir/Madam

RE: Application for Master in Humanities

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Sincerely,

Ebrahem Abdul Maram
Registrar
School of Humanities
Universiti Sains Malaysia

NOTE
In the instance where it is the School’s Memorandum & the Secondary Graphics will adopt the School colours

Memorandum - University

The internal memorandum sheet is built in the identical format to the letterhead for consistency.

It is also saved as a Microsoft Word template to allow easy use by all staff for both electronic and hard copy transmission.